
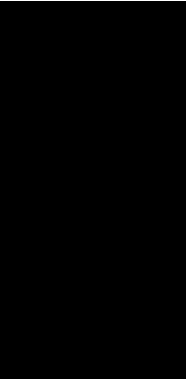


HIGHLY CONFIDENTIAL – SUBJECT TO PROTECTIVE ORDER

TABLE 1: DR. ISRAEL’S TABLE 16 OMITTS THAT GOOGLE’S PRODUCTS ARE MULTIPLES LARGER THAN “SMALL” AND “LARGE” FIRMS THAT “SUCCESSFULLY COMPETE”

Advertiser Buying Tools 2022 U.S. AdX Web Activity			Exchanges 2022 U.S. Open Bidding Web Activity		
Buyer	Spending (\$ Millions)	Impressions (Billions)	Bidder	Spending (\$ Millions)	Impressions (Billions)
DV360	\$1,557.9	617.6		\$76.3	34.6
GoogleAds	\$1,405.0	730.7		\$70.5	26.4
	\$213.7	45.7		\$65.0	31.0
	\$61.4	19.6		\$51.8	29.0
	\$46.6	41.4		\$45.3	23.9
	\$28.6	8.2		\$44.2	24.5
	\$16.0	8.2		\$28.2	12.7
	\$8.8	3.8		\$25.4	14.4
	\$8.1	4.7		\$17.2	10.4
	\$7.1	1.6		\$13.6	5.1
	\$7.0	0.7		\$12.8	6.8
	\$6.8	1.9		\$11.5	4.3
	\$6.7	1.4		\$7.4	3.1
	\$6.4	4.6		\$7.2	3.2
	\$5.2	5.4		\$5.2	2.7
All Others	\$53.6	56.7	All Others	\$12.0	6.9
Total Non-Google	\$475.9	203.9	Total Open Bidders	\$493.4	239.0
Total Google	\$2,962.9	1,348.3	All AdX	\$3,438.7	1,552.2

Sources and Notes: GOOG-AT-MDL-DATA-000066537 to -482007, GOOG-AT-MDL-DATA-000508827 to -58886, and GOOG-AT-MDL-DATA-000561536 to -4882 (AdX RFP 243 data). *See* AdX and OB Activity Workpaper. Row “All AdX” in the Exchange table represents the sum of “Total Non-Google” and “Total Google” in the Advertiser Buying Tools table.